

## Mayor Tom Barrett, Historic Preservation Commission members announce Cream of the Cream City Award winners

Mayor Tom Barrett and the Milwaukee Historic Preservation Commission announced five winners of the 2004 Cream of the Cream City Awards at a ceremony in Milwaukee City Hall.

The Cream City Awards are presented in an ongoing effort to recognize individuals and organizations for their outstanding contributions to historic preservation and the rehabilitation of Milwaukee's architecturally significant structures.

"We are honoring people who had the vision to invest in and restore these structures," said Mayor Barrett. "They helped preserve our history, and they've given us a fresh look into the future."



The 2004 winners include the A.W. Rich Shoe Company building at 333 E. Chicago Street. Eppstein Uhen Architects bought the National Register-listed building in 1998 and used historic tax credits to renovate and restore the structure. Exterior brick was cleaned, windows replaced, and a large fire escape was removed. Eppstein Uhen moved its headquarters to the renovated building, which still features the original interior brick walls, large Douglas fir support beams and old shoe tacks in the columns.

WISPARK, LLC was honored for its revitalization of the Boston Store buildings at 331 W. Wisconsin Avenue. The mixed-use project preserved the presence of a major retailer while creating 74 loft-style apartments in the upper floors. Exterior work included opening up windows, cleaning, painting and restoring missing architectural elements. This was a \$38 million project for WISPARK. It resulted in the restoration of a prominent downtown Milwaukee landmark.



Cream City Construction received a Preservation Award for its renovation of the Pabst Coach House at 3112 W. Highland Boulevard. The exterior of the distinctive building, once used for stabling horses and storing carriages, was preserved. The interior conversion was guided by the unique elements inside. Those elements include quarter-sawn oak boards in the ceiling. The original porcelain basin used by carriage drivers to wash their boots was cleaned and installed in the new restroom. Cream City Construction uses the coach house as its offices.



Two Cream City awards were made to citizens for preservation activism. Gail Fitch is a volunteer with Historic Milwaukee, Inc., and a member of the Preservation Alliance. Randy Bryant is active in the city's east side preservation community and has purchased and restored a number of city residences.

The 2004 awards ceremony also recognized the listing of three National Register districts and the local historic designation of six Milwaukee structures in the past year since the 2003 awards were announced.

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